



ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10
1225 Lincoln Way

May 11, 2004

MEMBERS PRESENT: R. Gross, M. Holmes, G. Moffat,
M. Reynolds, H. Roper, K. Sands, J. R. Smith

MEMBERS ABSENT: None

OTHERS PRESENT: **Steve Conklin, DBA;** Bruce Cosgrove,
Chamber of Commerce; Jodie Hale, Planning Commission

CITY STAFF: Robert Richardson, City Manager

STAFF SECRETARY: Marilyn Hamner-Crout

TOTAL ATTENDANCE: 12

MEETING CONVENED: 3:00 p.m.

MEETING ADJOURNED: 5:00 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Chairman Monti Reynolds at 3:00 p.m.	
II. Agenda Approval	Review agenda and propose changes.	No changes were requested.	
III. Public Comment	A time to speak on any item not on the agenda.	None.	
IV. Approval of April 13, 2004, Minutes	Approval of minutes.	Roper said he thought that a condition of the grant approval for OTBA was that \$6,400 for printing would be returned to the City if it is found that printing could be done more cheaply through the prison system. The minutes of April 13, 2004, were approved as corrected.	Motion: Sands/Roper Approved.
V. Fiscal Year 2003-2004 Budget Report	Budget report and City economic overview	City Manager Robert Richardson said that as a result of the state take-aways, Auburn will have to operate on its reserves beginning next year. If sales tax remains the same and additional funds are not identified, the reserves would last three years. A 46% increase in sales tax is needed to operate at the current level. The City also faces build-out in 7 to 10 years, with no probable large annexations. Current demographics indicates an older population that spends more money on services rather than goods. However, he sees that changing in the next decade. Auburn currently has cash and borrowing capabilities in its redevelopment agency, but it doesn't come close to what is needed for a lucrative economic development project. The City must make it appealing and easy for a developer to do a project here. There was discussion on the pamphlet/ brochure. EDC and Council need to see the physical package, in addition to showing how it would work and why.	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
		Holmes said there are two things we can grasp: the endurance, which seems to be gaining momentum, and the arts, of which a concept needs to be taken to City Council. He added that this commission should provide some oversight, setting parameters and goals. Holmes asked Gross to resurrect the arts portion of the brochure for the next EDC	
VI. Funding Request	Downtown Business Association—\$7,500	<p>Steve Conklin spoke on behalf of the Downtown Business Association, requesting approval of a funding grant in the amount of \$7,500 for its identity and promotion program. The funding grant would be split between two I-80 billboards (\$6,000) and startup for Gala of the Heart event (\$1,500).</p> <p>After further discussion, it was moved to recommend to City Council the approval of a funding grant in the amount of \$7,500 to help with the DBA identify and promotion program.</p>	Motion: Holmes/Sands Approved.
VII. EDC Business		None.	
VIII. Economic Development Commission Reports		<p>Richardson said that at the last EDC meeting, Smith volunteered to design a more marketable logo for the Endurance Capitol Committee. Although a viable product was produced and presented to the committee, committee is approaching other graphic artists to design and present a logo.</p> <p>Roper said that the idea of closing Lincoln Way on Sunday afternoons for an art show has been presented to the Downtown merchants, and the idea was received favorably.</p>	
IX. Future Agenda Items		⇒ Promotional pamphlet—the arts	
X. Adjournment		Meeting was adjourned at 5:00 p.m. The next regular meeting will be held on Tuesday, May 25, 2004.	